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מנחם מענדל שניאורסאהן  
ליובאוויטש

770 איסטערן פארקוויי  
ברוקלין, נ. י.

By the Grace of G-d  
Beginning of Cheshvan, 5742  
Brooklyn, N. Y.

To All Participants in the  
"Salute to Chabad"  
Sponsored by Chabad House of Amherst  
Amherst, Mass.

Greeting and Blessing:

Coming from the month of Tishrei, it is timely to recall, in connection with this forthcoming event, the custom in Chabad communities to call out on Motzoe Simchas Torah, at the conclusion of all the festivals of Tishrei, v'Yaakov Holach l'Darko - "And Yaakov went on his way" (Gen. 32:2).

One of the explanations of it is that after the profound religious experiences of Rosh Hashono, Yom Kippur, Succos, Shemini Atzeres and Simchas Torah, a Jew is spiritually enriched and fortified to be able to go on his way, his day-to-day affairs, with confidence and in the spirit of the concluding festival, Simchas Torah, with the joy of Torah and Mitzvoth permeating every aspect of his everyday life.

The forthcoming concert and "Salute to Chabad" is very much in keeping with the above spirit. It is a good way to recapture the spirit of Simchas Torah - the joy of Torah and Mitzvoth - so that it will linger on in one's personal life throughout all the days of the coming year. At the same time, it is also an occasion to identify with the community-wide activities of the Chabad House at Amherst, and to participate in its activities to promote Torah education and Yiddishkeit in general, through personal involvement and financial support in a generous measure.

And this will surely be reciprocated by a generous measure of G-d's blessings for a year filled with joy in all aspects of the everyday life, both materially and spiritually.

To each and all of you and yours - my prayerful wishes for Hatzlocho in all above.

With esteem and  
blessing,

*M. Schneerson*